DOCUMENT RESUME

ED 312 500 CE 053 667

TITLE Award of EC Television Prize for Broadcasts on Vocational Training.
INSTITUTION European Centre for the Development of Vocational Training, Berlin (West Germany).
PUB DATE 23 Nov 89
NOTE 6p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Adult Education; Broadcast Industry; *Continuing Education; Foreign Countries; Postsecondary Education; *Programing (Broadcast); Secondary Education; *Vocational Education
IDENTIFIERS *European Community

ABSTRACT

The European Centre for the Development of Vocational Training (CEDEFOP) is endeavoring to encourage television to provide more and better information on vocational and continuing education in the European Community (EC). Therefore, it held its first competition to award prizes for broadcasts presenting information on vocational training, promoting vocational training, or conveying vocational expertise. About 200 public and private television companies in the EC were invited to submit entries. First prize was awarded in November 1989 to the Rhineland-Palatinate regional studio of Sudwestfunk for its entry, "Europe: A Box of Bricks," which described a project in which teenagers from Germany, France, and England met in an ancient castle in France for a week to pool ideas and plan and set up a computer-controlled miniature factory. A special prize went to the Dutch television company "RVU educatieve omroep" for its presentation of a day in the life of a bus driver. A further special prize was awarded to the British Broadcasting Corporation's "1992 Is Too Late," which tells how educational programs in Britain and France are responding to the needs that will arise from the EC unification in 1992. (KC)

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Press 9/89 Berlin, 23 November 1989

EMBARGO: 23.11.1989, 19.00 hrs

## Award of EC Television Prize for Broadcasts on Vocational Training

Progress towards European integration and the creation of a European social area in 1992 are to some extent also dependent on the degree to which the citizens of Europe are informed on the working world of the future. This future is becoming increasingly complex, for many it is also becoming increasingly uncertain.

PRIX CEDEFOP

The European Centre for the Development of Vocational Training (CEDEFOP) is endeavouring to encourage television to provide more and higher-quality information on initial and continuing training in the EC. Accordingly, it was decided that a television prize should be awarded annually for broadcasts presenting information on vocational training, promoting vocational training or conveying vocational expertise.

The competition was held this year for the first time. Aprroximately 200 public and private television companies in the EC were invited to submit entries. The number of entries submitted confirmed the urgent need to give vocational training more extensive television coverage. An encouraging signal, however, was the content and format of the entries submitted. It is self-evident that television programmes on vocational training cannot hold the viewer's attention as well as a thrilling detective story.

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Centro Europeo para el Desarrollo de la Formación Profesional
Det Europæiske Center for Udvikling af Erhvervsuddannelse
Europäisches Zentrum für die Förderung der Berufsbildung
Ευρωπαϊκό Κέντρο για την Ανάπτυξη της Επαγγελματικής Κατάρτισης
European Centre for the Development of Vocational Training
Centre européen pour le développement de la formation professionnelle
Centro europeo per lo sviluppo della formazione professionale
Europees Centrum voor de Ontwikkeling van de Beroepsopleiding
Centro Europeu para o Desenvolvimento da Formação Profissional
Jean Monnet Haus, Bundesallee 22, D-1000 Berlin 15
Tel. (0 30) 88 41 20, Telefax 88 41 22 22, Telex 184163 eucen d

Responsable:
Ernst Piehl
Directeur

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CEDEFOP

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Nonetheless, they are more informative and, if well made, can be more entertaining than many a soap opera.

The Prix CEDEFOP was awarded in Berlin on 23 November 1989. The EC Commissioner responsible for vocational training affairs, Ms. Vasso Papandreou, left Brussels for Berlin specially to attend the award ceremony. An international jury had previously selected the best programmes from the 20 entries submitted.

## FIRST PRIZE AWARDED TO SUDWESTFUNK

This year's Prix CEDEFOP, backed up by a cash prize of ECU 5,000 (ca. DM 10,200), was awarded to the Rhineland-Palatinate regional studio of Südwestfunk for its entry "Europe: a box of bricks". The film, produced by Norbert Carius and Eberhard Geiger, describes an unusual project: 36 schoolchildren aged between 13 and 15 from the Federal Republic of Germany, France and the United Kingdom meet in an ancient castle near Dijon for a week to pool ideas and plan and set up a computer-controlled miniature factory. Together with their teachers they learn not only how to solve the organizational and technical problems which would also arise in a real factory but also and more importantly to cooperate on a transnational scale. Having a shared objective helps them overcome language difficulties, results in better understanding between pupils and teachers and more importantly between the young German, French and British nationals concerned. To communicate and be understood is more than merely a matter of speaking one's partner's language.

The filmmakers recommend that education authorities in the EC should follow the example set by this cooperation project. And the Prix CEDEFOP jury recommends that all broadcasting companies should follow the example set by this film. Hundreds of similar projects could be found and presented. Südwestfunk's entry demonstrates how informative and also entertaining television reporting on initial and continuing training can be. Vocational training in the EC can offer a wealth of material for television. The stories are just waiting to be told. Ensuring that this material reaches the European television audience ensures that Europe is more than a mandatory political exercise. Television, the great narrator of our times, a decisively important purveyor of information and an influential opinion-builder, has much to contribute to Europe's future.

## A BUS DRIVER DOESN'T ONLY DRIVE BUSES

The jury awarded a special prize to the film "Bus drivers" entered by the Dutch television company RVU educatieve omroep. The film does not address vocational training issues as such, but instead describes what a certain occupation is really like in a readily accessible presentation.

The current demands of one's own occupation are familiar to just about everyone. After all, this is one's day-to-day work. But the matter becomes difficult, very difficult when we try to envisage that occupation in the future. As far as other people's occupations are concerned, we all believe that we have a rough idea of some, for example what a fireman, a sales assistant, a mason or a bus driver does. After all, we can see a bus driver at work any day.

The film's producers, Henk Baard and Ellen Brautigam, lined the camera up behind the shoulders of the men and women behind the wheel and accompanied them on their trips both at home and abroad. For the producers, the ban on speaking to the driver did not apply. And the astonished television viewer discovers that one needs more than just a driving licence to drive a bus. The film "Bus drivers" is an entertaining report on the major and minor incidents which can happen in the life of a bus driver providing a service for his or her passengers.

Occupational activity is a social activity: it always affects others. Understanding their expectations and behaviour helps the worker to do his or her job well. In the view of the jury, the film "Bus drivers", one episode in a series describing occupations, therefore warrants a special commendation.

## 1992 IS TOO LATE

The jury awarded a further special prize to the BBC film "1992 is too late". Economic activity in the European Community will take place on a different basis from 1992 on. Large companies have long since drawn up their new marketing strategies. The trade unions are trying to ensure that the economic advantages are not exploited at the expense of social progress. Small and medium companies are discovering potential new markets. But they are also discovering that they can only make use of these new prospects if their workforces have the necessary skills. The year 1992 will bring not only new competition among goods and services but also a more fierce indirect competition among vocational training systems within the EC. In his film Brian Davies describes how the chambers of

industry and trade in the United Kingdom and France are responding to this challenge. More and better vocational training, even tuition in foreign languages, are needed in all countries, in all occupations - by 1992 it will be too late.

## GETTING VOCATIONAL TRAINING ON TO THE TELEVISION SCREEN HOW CAN EUROPE BE PRESENTED IN THE PROPER LIGHT?

Vocational training is an issue which is still too seldom addressed on television in Europe. "Europe" as such also seems to be of only secondary importance as a subject of interest. Initial and continuing training issues in the EC seem to have a low "newsworthiness" rating. The European viewer is told very little about how the completion of the internal market will affect vocational training and employment.

What reasons can be found for this inadequate media coverage? Does the term "Europe" still evoke negative associations? Are the day-to-day problems in working life regarded as being so mundane that they are not worth being investigated for television presentation?

Various entries for the Prix CEDEFOP have shown that the subject of vocational training can also be a subject for the television screen. Initial and continuing training issues can make informative, stimulating, entertaining and sometimes even thrilling viewing. The viewer can experience, understand and personally "follow" the presentation, the subject can be transformed into programmes for a very wide audience. But the programmes have to be produced, otherwise neither vocational training nor Europe will be presented in the proper light.